



KSHB-TV

ORDER

Print Date 08/06/12 Page 1 of 3

Flight Dates 08/08/12-08/14/12Contract / Revision 307118 / **11-Crossroads GPS**Original Date / Revision
08/06/12 08/06/12Advertiser **Crossroads GPS****66 Canal Center Plaza - Suite 555**
Alexandria, VA 22314-1576Agency **Crossroads Media**Buying Contact
Sales Office EWSDC
Sales Region NAT
Agency RefPrimary Account Executive

Tara Washburn

Account Executive Order% Start Date End Date
Tara Washburn 100%

<u>Product</u>	<u>Order Sep</u>	00:30:00
	<u>Estimate #</u>	886-GPS MO TV 8.8-8.14.12
	<u>Alt Order #</u>	
	<u>Billing Type</u>	Cash
	<u>Order Type</u>	GENERAL
	<u>Billing Cycle</u>	EOM/EOC
	<u>Billing Calendar</u>	BROADCAST
	<u>Demographic</u>	A35+
	<u>Rev Codes</u>	POL POL ISS
	<u>Product Codes</u>	PL
	<u>Priority</u>	P-2
	<u>Advertiser Ref</u>	

Order Share 39% Market Value 166987

<u>Competing Station</u>	<u>% of Order</u>	<u>Amount</u>
CABLE	%	0
KCPT	%	0
KCTV	%	0
KCWE	%	0
KMBC	%	0
KMCI	%	0
KPXE	%	0
KSMO	%	0
UNKWN	61%	101862
WDAF	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	55	\$55,356.25	\$65,125.00	0.00	07/30/12	08/14/12	55	\$55,356.25	\$65,125.00
Totals	55	\$55,356.25	\$65,125.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KSHB	08/08/12	08/14/12	NBC Action News at 5a	CM	5-6a	11111--	:30	5	\$150.00	P-2	0.00	NM	5	\$750.00
				NBC Action News at 5a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/08/12	08/14/12	11111--		5	\$150.00			0.00					
N 2	KSHB	08/09/12	08/10/12	OLY M-F 6a-9a	CM	6a-9a	---11--	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
				Olympic Weekday Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/08/12	08/14/12	---11--		2	\$700.00			0.00					
N 3	KSHB	08/13/12	08/13/12	Today Show	CM	7-9a	M-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
				Today Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/08/12	08/14/12	M-----		1	\$450.00			0.00					



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Contract / Revision **307118** Flight Dates **08/08/12-08/14/12**

Hiatus Dates

Original Date / Revision 08/06/12/ 08/06/12

Order Sep 00:30:00

Advertiser **Crossroads GPS**

Product 11-Crossroads GPS

Estimate # 886-GPS MO TV 8.8-8.14.12



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Contract / Revision 307118 Flight Dates 08/08/12-08/14/12 Hiatus Dates
Original Date / Revision 08/06/12/ 08/06/12 Order Sep 00:30:00
Advertiser Crossroads GPS Product 11-Crossroads GPS Estimate # 886-GPS MO TV 8.8-8.14.12

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
N 16	KSHB	08/13/12	08/14/12	NBC Action News at 6p	CM	6-630p	11-----	:30	2	\$800.00	P-1	0.00	NM		2	\$1,600.00
NBC Action News at 6p																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/08/12	08/14/12	11-----		2				\$800.00		0.00				
N 17	KSHB	08/13/12	08/14/12	M-F 630-7p	CM	630-7p	11-----	:30	2	\$950.00	P-2	0.00	NM		2	\$1,900.00
M-F 630-7p																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/08/12	08/14/12	11-----		2				\$950.00		0.00				
N 18	KSHB	08/08/12	08/10/12	Oly Zone	CM	630-7pm	-- 1- 1--	:30	2	\$1,500.00	P-1	0.00	NM		2	\$3,000.00
Oly Zone																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/08/12	08/14/12	-- 1- 1--		2				\$1,500.00		0.00				
N 19	KSHB	08/08/12	08/11/12	Oly Prime M-Su	CM	Various	-- 11- 1-	:30	3	\$7,500.00	P-1	0.00	NM		3	\$22,500.00
Olympic Prime																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/08/12	08/14/12	-- 11- 1-		3				\$7,500.00		0.00				
N 20	KSHB	08/14/12	08/14/12	M-F Late News	CM	10-1035p	- T-----	:30	1	\$900.00	P-2	0.00	NM		1	\$900.00
M-F Late News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/08/12	08/14/12	- T-----		1				\$900.00		0.00				
N 21	KSHB	08/08/12	08/11/12	M-Su Late News	CM	11-11:35p	-- 1- 11-	:30	3	\$2,000.00	P-1	0.00	NM		3	\$6,000.00
OLY M-Su Late News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/08/12	08/14/12	-- 1- 11-		3				\$2,000.00		0.00				
N 22	KSHB	08/09/12	08/10/12	Oly Late Fringe	CM	1135p-1235xm	-- 11- 1-	:30	2	\$2,000.00	FX	0.00	NM		2	\$4,000.00
Olympic Late Fringe																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/08/12	08/14/12	-- 11- 1-		2				\$2,000.00		0.00				
N 23	KSHB	08/11/12	08/11/12	Oly Sa-Su Wknd DY	CM	9a-5p	----- S-	:30	1	\$2,000.00	FX	0.00	NM		1	\$2,000.00
(9:00 AM-5:00 PM)																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/08/12	08/14/12	----- S-		1				\$2,000.00		0.00				
N 24	KSHB	08/11/12	08/12/12	M-F 5-630p Sa-Su 5-6p	CM	Sa-Su 5-630p	----- 11	:30	2	\$750.00	P-2	0.00	NM		2	\$1,500.00
OLY Sa-Su 5-630p																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/08/12	08/14/12	----- 11		2				\$750.00		0.00				
N 25	KSHB	08/12/12	08/12/12	Oly Prime M-Su	CM	Various	----- S	:30	1	\$8,500.00	P-1	0.00	NM		1	\$8,500.00
Closing Cer Olympic Prime																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/08/12	08/14/12	----- S		1				\$8,500.00		0.00				

Totals 55 \$65,125.00